

2016 2017

ANNUAL REPORT

 **MOREHEAD**
PLANETARIUM & SCIENCE CENTER

DEAR FRIENDS,

Throughout its history, Morehead has been on the leading edge of science and exploration. In 2017, we entered a thrilling time in the life of Morehead with the launch of our building reinvention project '#TakeUpSpace.' During this project, Morehead will retain its majestic exterior, while inside, it will provide the kind of experiences visitors and students expect today. We are so grateful to all of you, our generous friends, partners, and donors who helped Morehead #TakeUpSpace.

Our mission to engage all North Carolinians and improve future generations' science, technology, and health literacy continues to drive our programs in new and exciting ways. This year, the North Carolina Science Festival reached all 100 counties in North Carolina during its two week run in April. Morehead's outreach team, through generous sponsorships, was able to offer more after-school science enrichment programming. On-site programming continued to expand, with the addition of new shows in the planetarium and more technical camps in our summer camp offerings.

I couldn't be more proud of everything we've accomplished this year or more excited for what's to come. Jean Jacques Rousseau once said, "We should not teach children the sciences but give them a taste for them." With programs at Morehead and beyond our front door, we are giving the next generation their first taste for science.

Yours Sincerely,



Todd R. Boyette, Ph.D
 Director
 Morehead Planetarium and Science Center



BY THE NUMBERS

Through the creation of new programs and expansion of existing ones, Morehead is making programs accessible to all North Carolinians.



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#TAKEUPSPACE



Morehead will retain its majestic exterior, while inside, it will soon provide the kind of experiences visitors and students expect today, we will be solidly positioned among America's leading university-based science outreach centers."

— Todd Boyette,
DIRECTOR OF MOREHEAD

This year we launched #TakeUpSpace, a \$5.2 million, multi-stage building campaign focused on renovating Morehead Planetarium and Science Center into a technologically-advanced science hub. Though Morehead has welcomed millions of visitors since it's opening in 1949, few significant upgrades have been made to the building since then. The makeover, set to be complete in Summer 2019, will feature an entire overhaul to Morehead's interior.

#TakeUpSpace kicked off on April 6 with a science-filled event attended by over 200 people, including Chancellor Carol Folt and Governor Roy Cooper. There, plans were announced to reconfigure the lobby space; increase the floor space open to the public by 5 times; make the building more accessible to all, and more. These renovations will drive us toward our mission of providing a state of the art educational experience for kids in every county of North Carolina.



NASA Astronaut James Lovell returns to Morehead

On April 6, 2016, Capt. James Lovell returned to Morehead Planetarium and Science Center for the first time in 50 years. Lovell, who flew on NASA missions Gemini 7, Gemini 10, Apollo 8 and the infamous, Apollo 13, was one of the 62 astronauts who trained in celestial navigation at Morehead between 1959-1970. At 89 years-old, Capt. Lovell walked into the planetarium, viewing pictures of himself as a young astronaut at Morehead, reminiscing about the old Gemini training capsule. After thrilling the press with tales of his experiences, Lovell made his way over to a sold out crowd at Memorial Auditorium to kick off the 2017 North Carolina Science Festival.



\$105,000

RAISED

3,584

STUDENTS SERVED

Two Nobel Laureates: One Nobel Cause

The 2016 Jupiter Ball, Morehead's annual fundraiser, kicked off the winter season in Chapel Hill with its first-ever sold out event. Attendance was spurred by two honored guests, Aziz Sancar, University of North Carolina School of Medicine and Paul Modrich, Duke University School of Medicine, the 2015 Nobel Prize winners in Chemistry. This year's event also featured the return of a silent auction, photo-booth, live science demonstrations, wine-roulette, and performances from both Duke and UNC's acapella groups. During the night, over \$112,000 was raised, our largest amount ever, which will help provide scholarships for in-need students across the state to receive science outreach visits or to come to Morehead for field trips. Thank you to all our generous donors and sponsors for helping make the 2016 Jupiter Ball our most successful fundraiser ever.

SCIENCE FOR ALL

This year, to serve our mission, Morehead prioritized inclusivity, sharing “hidden” stories, representing and reaching under-served populations in North Carolina. As our mission expands, so does our ambition to bring science to all.



Firsts in Flight: A Hidden History

This new exhibit focused on African Americans — particularly African American women — and their contribution to our country’s history of aviation and spaceflight. The first part of the exhibit brings to light the achievements made during the first half of the 20th century, focusing on Bessie Coleman and featuring icons such as the Tuskegee Airmen and Emory Conrad Malik. The other half of the exhibit focuses on the latter half of the 20th century, showcasing the work of African-American women who started their NASA careers as “computers” at Langley and other research centers.

Margot Lee Shetterly Speaks to a Sold Out Crowd

Margot Lee Shetterly, author of “Hidden Figures: The American Dream and the Untold Story of the Black Women Mathematicians Who Helped Win the Space Race,” which is now a major motion picture, paid us a visit in November 2016. Shetterly sat for an intimate book-club style dinner and then provided a keynote talk to a sold out audience. Shetterly engaged the audience with a poignant discussion on the surprising ways women and people of color have contributed to the American Dream, and signed copies of her book.



Tyson returns

For the fifth consecutive year, Morehead proudly partnered with Live Nation and the Durham Performing Arts Center (DPAC) to bring Neil deGrasse Tyson to the Triangle. Before enthraling a sold out crowd, Tyson stopped by Morehead’s pre-party and spoke about the importance of planetariums. Tyson, a planetarium owner himself, believes field trips to planetariums are sometimes children’s first interaction with science and can inspire a love for STEM fields. We’re excited to continue our partnership with Neil deGrasse Tyson and hope he will continue to return to the Triangle.



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NC Science Festival

Every April, North Carolinians experience the fun and fascinations of science, technology, engineering and mathematics, during the NC Science Festival. This year’s event reached all 100 counties and brought special surprises, including Governor Roy Cooper declaring April in North Carolina STEM education month.



THE DURHAM HOTEL HOSTS STARGAZING

In partnership with The Durham Hotel and The Art of Cool Project, the NC Science Festival presented three events from the rooftop of The Durham Hotel. ‘Views from the Durham’ brought a unique experience to stargazing, with a DJ, signature cocktails, and Morehead educators presenting to an almost entirely adult audience. “Being able to share science with different audiences through new partnerships and unique experiences is one of the goals we try to achieve each year,” remarked Jonathan Frederick, NC Science Festival director.



IMPACTS

Thanks to the generous support of the North Carolina GlaxoSmithKline Foundation, Morehead recruits and trains 50 scientists each year in public communication through “Inspiring Meaningful Programs and Communication through Science” or, IMPACTS. IMPACTS helps bridge the gap between scientific jargon and public knowledge, and gives scientists an opportunity to practice public speaking and working with audiences of all ages. At the end of the program, the scientists become Morehead Science Ambassadors and are equipped with ways to communicate scientific knowledge effectively.

GIVING MAKES A DIFFERENCE

Morehead Planetarium and Science Center provides opportunities for students from across North Carolina to engage firsthand in the wonders of science. Without the support of our many generous donors, Morehead's science programs would not be possible. Thanks to all those who provide continued support of the mission of Morehead.

Recognition amounts are calculated based on the tax deductibility of cash contributions received July 1, 2016 to June 30, 2017.

Numbers denote consecutive years of giving

\$5000+

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\$1,000-4,999

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 Giarla and Michelson Charitable Foundation **15**
 Lisa A. Gillespie **7**



“ This year the Jupiter Ball donations sponsored five scholarships for my kids, and in previous years we’ve only had one, so we were able to increase our capacity to serve our community. To be able to reach out to different schools in the area, different demographics and different families with need who otherwise wouldn’t be able to afford a program like this, that’s been a huge blessing.”

— Jessie Vohwinkel
 AFTERSCHOOL COORDINATOR



“ Grants and donations directly affect what is possible in the planetarium. It helps us continue making engaging content and push what we’re able to create because we can get new and powerful tools. The dream is to be able to have the equipment go and shoot great content so we can show people different parts of the world and different experiences.”

— Ben Fox
 DIGITAL ARTIST



“ My favorite part about working at Morehead is knowing we’re helping the North Carolina community expand their knowledge of science, especially with those in lower socioeconomic status. Without donations, this would not be possible.”

— Tyrone Jenkins
 IT SUPPORT SPECIALIST

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“ I’m really aware of the scholarships that allow schools to come here who could not otherwise come. Perhaps paying for their busses, paying for their programs in the theater, discovery classes or science stage classes. It’s really important to me that all students have access to Morehead and a lot of schools simply don’t have the funds to do that without help.”

— Mickey Jo Sorrell
 VISITOR PROGRAMS COORDINATOR

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\$1-99

Donors from \$1-99
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LEGACY CLUB

*The following people have
 made a commitment to
 Morehead through their
 estate plans or other
 planned giving instrument.*

Van W. Daniel
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 DeBerry
 Rosalyn and Robert Evans
 Leon R. and Barbara
 Kendrick
 Steven K. McCombs
 Gretchen D. Smith
 Jennifer and Rocky Smith
 William N. and
 Dana Starling
 Clarence E. Whitefield



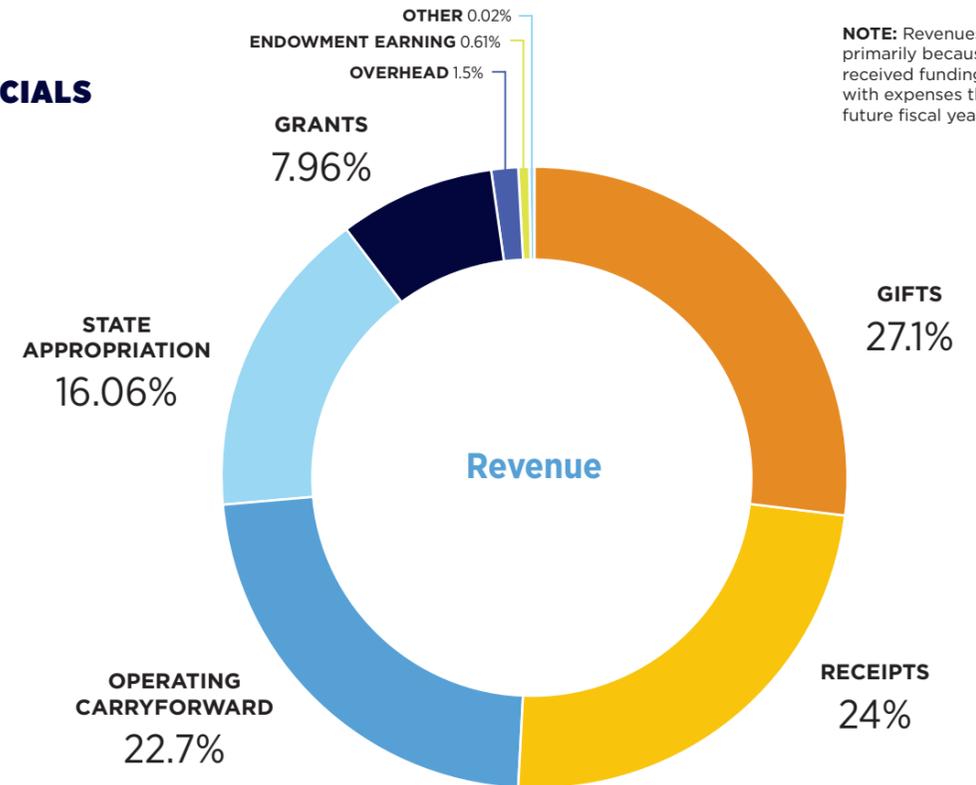
**Sarah Casey receives the 2016 Celestial Award
 for Outstanding Contributions to Morehead**

While her significant contributions may look seamless, this doesn't lessen the impact Sarah Casey has had on Morehead. Sarah was presented with the 2016 Celestial Award for Outstanding Contributions to Morehead Planetarium and Science Center at the annual Director's Luncheon.

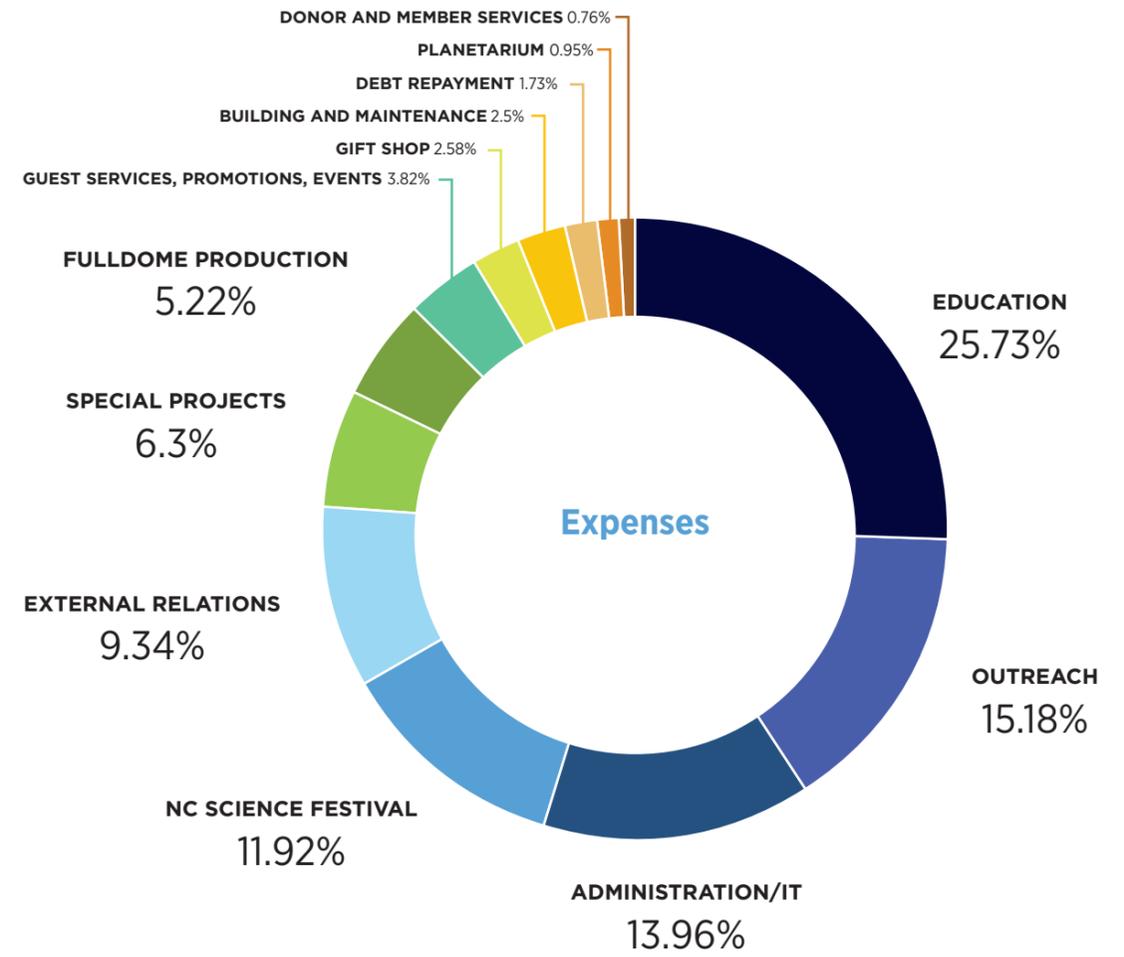
Sarah has been actively involved in planning Jupiter Balls going back to 2008 - interrupted only because her husband's company re-located them for two years. She was invited to chair the Jupiter Ball Committee in 2015 and 2016, and led the charge to a record-setting total of funds raised in 2016. Not only did she contribute her time and treasure, but her talent was evident in the table settings and floral arrangements she and her mother created and donated to set the stage for a stellar evening.

An active member of the community and native of Chapel Hill, Sarah is the owner of a local children's clothing store, Puddle Baby Boutique and is currently involved with marketing, buying and a little of everything else for her Buck family's floral, event and gift store, Purple Puddle. She and her husband Paul live here now with their three young children, including a set of twins.

FINANCIALS



NOTE: Revenues outpace expenses primarily because Morehead has received funding for several projects with expenses that will be incurred in future fiscal years.

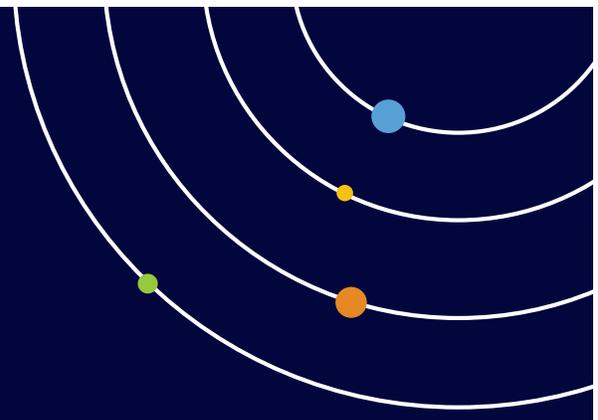




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